

Dear valued and faithful customers:
We wish you a joyous Christmas season & happy and prosperous New Year!

*God Bless,
The **BIG JOHN** Family*



Tree Stock that is growing and growing

Dan Hale of Sam Rayburn Tree Farm pointed out a fact that is very thought provoking. Trees sales are really tough. A lot of growers are in serious trouble financially. These 2-4" caliper trees (He currently has 28,000 of different sizes) will be carried over and may not be sold for a year or two or more and will become 6 to 10 inch trees.

Some growers will buy larger spade packages to dig these trees in their nurseries and continue to Ball and Burlap these larger trees, but is that the best way to deal with all these trees?

Dan shared that "Companies are going to have to think outside the box. Companies that already have spades can dig for people that do not."

Big John called another seasoned grower to see what he had to offer. Roger Locandro of Punkin Hollow Farms said "Use a Truck spade, but it's still a hard question to answer and depends on how many and how far they have to go. Time is money, but the more people you have working on a project the more it costs. If growers want to preserve the value of the larger trees they may have to cut every other tree down, or move out every other tree with a small spade. As the trees left behind grow, you can make a case for larger trees if the market will bear them. Then the growers will need larger tree spades. We are all lead by the market, that's why we are slow now.

These are both very good answers to consider. Business practices are always changing and finding that niche that fits can be challenging. Big John is thankful for the professionalism and willingness of Big John customers to share best practices with others.

Big John would like to hear from you. What plans are you implementing to adapt to the current business environment? How do you handle larger tree stock? You can e-mail your comments to mrchoate@big-john.com or send them by mail to BIG JOHN PO BOX 960 Heber Springs, AR 72543.

The answer
to last
months
riddle:
Which tree
wages war
on crops?
Locust

Which tree
is the
neatest tree
that grows?

We still have a couple of weeks left in 2009 for you to take advantage of deep discounts! Call us!

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